

Media Subcommittee

Co-Chairs, Wanda Draper WBAL-TV and Karen Miller, Mayor's Office of Communications

The purpose of the Complete Count Campaign's media strategy is to complement, localize and not duplicate national and State of Maryland efforts to raise public awareness of the 2010 Census. National and State campaigns include:

- Integrated Census Communications Plan
- State of Maryland Complete Count Campaign
- Hispanic Action Campaign (NALEO)
- Census in Schools
- Faith Based Census Day

Based on the target audiences (WHO) identified by each of the subcommittees, specific messages and media platforms will be used at strategic times to reach out to hard to count populations. Each of the subcommittees is identifying community-based outreach efforts that will be critical to reach out to people who may not be persuaded by media publicity alone.

City of Baltimore 2010 Communications Plan						
	November	December	January	February	March	April
Social Media						
MTA Bus Ads (Mobile)						
Transit Stops/Shelters (Stationary Ads)						
Channel 25/75 PSAs						
Radio One						
TV Public Service						
Billboards in Hard to Count Areas						
Robo Calls in Hard to Count Areas						
Mobile Advertising (Taxi Cabs, etc)						

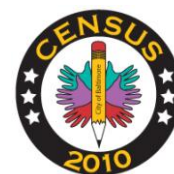
Branding



In addition to the US Census Bureau logo for the 2010 Census, there are several other logos that will help 'brand' the look of marketing materials coming from the Complete Count Campaign. The national Complete Count Campaign is a logo of interlocking hands; the State of Maryland logo shows the boundaries of the state map.



A design competition was held in February 2009 among students at the Digital Harbor High School to both raise awareness among students as well as create a logo that would be appealing to younger Baltimoreans.



WHAT (message)

- It's in our hands, Baltimore
- If you don't fill out the form, you don't exist
- Moving the City forward
- It's about Representation and Resources for Baltimore
- Make yourself count
- Make a better future for you, your family, your community

HOW

- Prepare for Baltimore City 2010 Census Kick Off event during the MLK Day parade on January 18, 2010.
- Air Public Service Announcements on Channel 25/75 from Dr. Ben Carson, Mayor Dixon, elected officials and CCC Spokespersons
- During the critical period from March 15-April 1, provide reminders and/or incentives for filling out the form at local businesses or events
- Develop a compelling set of stories that speak to each of the CCC Subcommittee's target audience to show local impact
- Radio One/Conan show
- Link City's Census website to Media websites
- Comcast – the 5 minute headline news
- Use MTA and other prominent locations for messaging
- Use Billboard messages in Hard to Count areas
- Use College/University publications to gather content as well as raise awareness
- Use Safe Streets model to reach people at unusual times/places
- Use Cleaner Greener Baltimore campaign plan and lessons learned